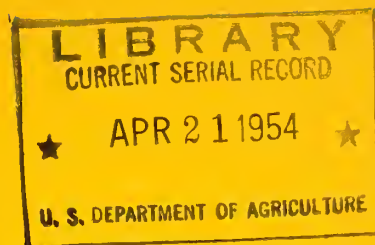


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Consumer PURCHASES OF FRUITS AND JUICES

in January
1954



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

February 1954

FOREWORD

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, frozen concentrated juices and ades, and dried fruits. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 4,300 household consumers.

A committee of the Florida Industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in overestimate of purchases of frozen concentrated and canned single-strength orange juice by about 10 percent, and those of canned single-strength grapefruit juice by about 15 percent. No overestimate was evident in blended juice data. For each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF FRUITS AND JUICES
IN JANUARY 1954

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only in order to permit comparisons between periods of equal length.

SUMMARY

A sharp increase in purchases of frozen concentrated orange juice was the outstanding development in household purchases of citrus products during January 1954. This, together with somewhat larger purchases of fresh oranges, resulted in a significant increase, compared with a year earlier, in combined purchases of oranges and orange products. Grapefruit purchases were also larger as a result of more buying of fresh fruit. Purchases of lemons increased slightly as did those of canned lemon juice and frozen concentrate for lemonade. Purchases of tangerines, on the other hand, were down from a year ago. More noncitrus canned juices were bought by consumers than a year earlier, primarily as a result of larger purchases of tomato and prune juices.

The purchase of a record volume of nearly 4,800,000 gallons of frozen orange juice in January resulted partly from lower prices. Consumers paid an average of 16.5 cents per 6-ounce can for frozen orange juice compared with 19.1 cents in November. These purchases, together with those of fresh oranges and canned single-strength orange juice, were equivalent to about 8,300,000 boxes of fruit--up 14 percent from January last year.

Prices paid for California-Arizona oranges averaged 40 cents a dozen--down 3 cents; those paid for Florida oranges averaged 35 cents--up 3 cents.

Total purchases of grapefruit and canned single-strength grapefruit juice were equivalent in January to slightly more than 3,000,000 boxes of fruit--about a fifth more than a year earlier. Purchases of canned single-strength grapefruit juice--like those of canned single-strength orange juice--were below the levels of January 1953, partly as a result of higher prices. Prices consumers paid for fresh grapefruit, however, were 9 cents less than those in this month last year--averaging 78 cents a dozen. More than a third of all families bought grapefruit during the month, and they bought almost a dozen grapefruit per family.

Lemons, canned and bottled lemon juice, and frozen lemonade bought by consumers in January were equivalent to slightly more than 300,000 boxes of fruit--up about a tenth from last year. Prices they paid for lemons averaged 47 cents a dozen, up slightly from the preceding January. Prices paid for frozen lemonade were almost unchanged at 17.5 cents per 6-ounce can, but canned lemon juice, at an average of 13 cents per 5½ ounce can, was up 1 cent.

Householders bought only three-quarters of a million boxes of tangerines compared with about a million boxes in January 1953. They paid 33 cents a dozen for this fruit--3 cents more than last year.

FROZEN JUICES AND ADES

A record volume of about 4,800,000 gallons of frozen concentrated orange juice was bought by householders during January 1954 (fig. 4). The one-sixth increase in total purchases compared with the 2 preceding months was largely a result of lower retail prices. Prices consumers paid averaged 16.5 cents per 6-ounce can compared with 19.1 in November.

Nearly 30 percent of all families bought frozen orange juice during January compared with about 27 percent in this month a year ago (table 2). The average quantity purchased by buying families was also somewhat larger than a year earlier. These families reported buying an average of 7-3/4 of the 6-ounce cans during the month compared with 7 cans in January 1953.

Householders purchased approximately 120,000 gallons of frozen concentrate for lemonade in January--about 50 percent more than a year earlier (fig. 5). According to the trend indicated last season, their purchases are at the lowest level for the season during December and January.

Consumers paid an average of 17.5 cents per 6-ounce can for frozen concentrate for lemonade in January 1954, about the same as in the preceding month and in January a year ago (table 2). Those families that bought frozen lemonade in January purchased an average of about three 6-ounce cans each.

About 270,000 cases (equivalent 24 No. 2 cans) of canned single-strength orangeade were purchased by householders in January (table 2). This was almost a fifth more than they purchased in January 1952. Data for January 1953 are not available. Prices shoppers paid for canned single-strength orangeade averaged nearly 29 cents per 46-ounce can, about the same as in January 1952. Purchases of this product also appear to be at a seasonal low during the winter months.

During January, householders bought about 110,000 gallons of shelf-pack concentrated orangeade in addition to 70,000 gallons of frozen concentrated orangeade (table 2). Prices paid for shelf-pack concentrated orangeade averaged 16.3 cents per 6-ounce can while those paid for frozen concentrated orangeade averaged 17.8 cents per 6-ounce can.

Apparently the general level of purchases of frozen concentrated orangeade has increased somewhat compared with the preceding year, but purchases of shelf-pack ade have declined.

CANNED JUICES

Purchases of canned single-strength juices by householders in January 1954 equaled about 7,420,000 cases of No. 2 cans (table 1). This volume was practically unchanged from January 1953. Compared with a year ago householders' purchases of tomato and prune juices increased substantially. The prices they paid averaged higher for all canned juices except tomato and prune juices which were down somewhat.

Consumers bought about 1,300,000 cases (equivalent No. 2 cans) of canned single-strength orange juice in January--13 percent less than a year earlier. This decrease, however, was offset by larger purchases of frozen concentrated orange juice and a slight increase in purchases of fresh oranges. As a result, purchases of oranges in all forms by householders were 14 percent larger on a fresh equivalent basis than in January 1953 (fig. 1). Purchases of canned orange juice were smaller than in January 1953 because fewer families bought it--12 per 100 in January 1954 compared with nearly 14 per 100. Average purchases of families buying were about the same, approximately $2\frac{1}{3}$ of the 46-ounce cans. Consumers paid an average of almost 32 cents per 46-ounce can for orange juice in January--4 cents more than a year earlier (table 1).

Householders bought about 930,000 cases (equivalent No. 2 cans) of canned single-strength grapefruit juice in January, an 8 percent decrease from a year earlier. About the same number of families bought canned grapefruit juice in January as a year earlier--9 in 100 families. Purchases averaged about $2\frac{1}{4}$ of the 46-ounce cans per family buying canned grapefruit juice, about a sixth of a can less than a year ago. Prices paid averaged 26 cents per 46-ounce can, up 1 cent from January 1953 (table 1).

Consumers bought only 332,000 cases (equivalent No. 2 cans) of canned orange-grapefruit blended juice in January, a fifth less than a year earlier. The decrease was a result of both fewer families buying and smaller purchases per family (table 1). Buying families purchased an average of about $1\frac{3}{4}$ of the 46-ounce cans during the month, about a fourth of a can less than in January 1953. Prices paid averaged 28 cents per 46-ounce can, up $1\frac{1}{2}$ cents from a year ago.

Householders bought about the same quantity of canned and bottled lemon juice in January as in this month a year ago--equal to about 51,000 cases of No. 2 cans. Prices paid averaged 13 cents per $5\frac{1}{2}$ -ounce can, up 1 cent from a year earlier (table 1).

Householders bought about 2,030,000 cases (equivalent No. 2 cans) of tomato juice in January compared with 1,800,000 cases in the same month a year earlier. Prices paid averaged 26 cents per 46-ounce can, down nearly 2 cents from January 1953. Since June 1952, tomato juice has ranked first each month among the single-strength juices in volume purchased by householders (table 1).

Purchases of canned pineapple juice were equal to about 1,230,000 cases of No. 2 cans in January (table 1). This quantity was about the same as that purchased in January 1953. Prices paid by consumers averaged 32 cents per 46-ounce can, $1\frac{1}{2}$ cents more than a year ago. Pineapple juice was bought by almost 15 families per 100 during the month, the largest number of families purchasing any canned single-strength juice except tomato juice. Purchases per buying family averaged about $1\frac{3}{4}$ of the 46-ounce cans during the month, practically unchanged from the same month last year.

FRESH CITRUS FRUIT

Householders bought about 3,600,000 boxes of fresh oranges in January 1954. This total was up almost a seventh from January 1953 (fig. 7). Purchases of Florida oranges by householders--1,700,000 boxes--were nearly a seventh more than in this month last year. Purchases of California-Arizona oranges increased in about the same proportion, amounting to about 1,300,000 boxes.

The gain in purchases of California-Arizona oranges was the result of an increase in the number of families buying during the month--26 per 100 compared with 22 last January--as well as larger purchases per buying family (table 3). Purchases averaged about 26 oranges per buying family in January, 3 oranges more than a year earlier. Prices paid for California-Arizona oranges averaged 40 cents a dozen, down 1 cent from the preceding month and almost 3 cents less than in January a year ago.

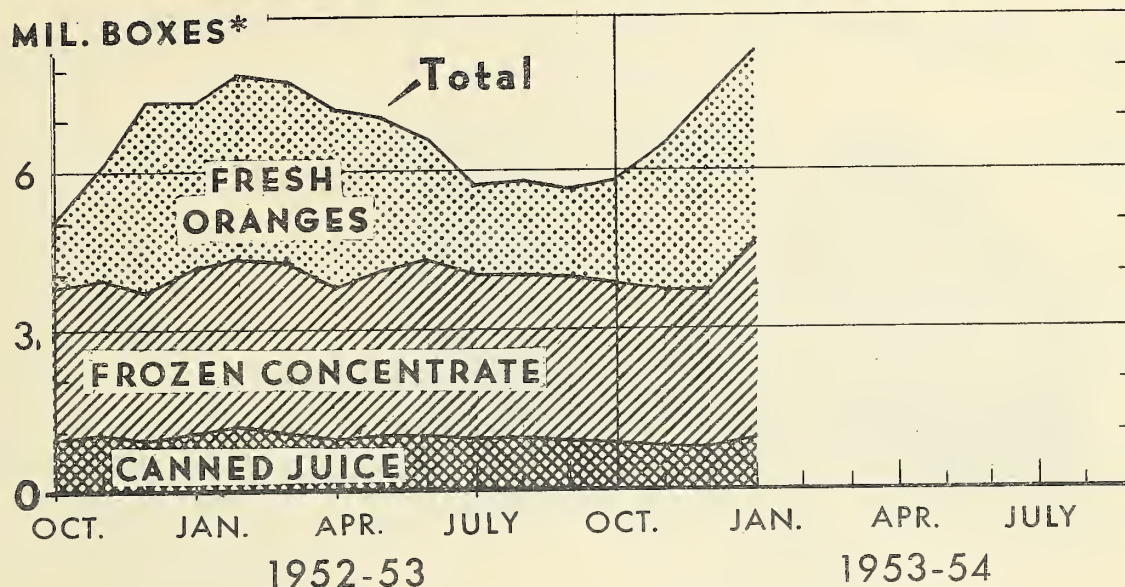
Florida orange purchases also showed an increase in the number of families buying, though not as marked as that in California-Arizona oranges, but purchases per buying family remained unchanged, about 2-3/4 dozens per family (table 3). The average price paid for Florida oranges was 35 cents a dozen, almost 3 cents higher than in the month a year earlier.

Consumers reported buying almost 2,400,000 boxes of fresh grapefruit in January this year, about two-fifths more than 1 year ago.(fig. 8). They paid an average of 78 cents a dozen, down 9 cents from last January. Considerably more families bought grapefruit than in this month a year earlier--35 per 100 families compared with 29. Their purchases averaged almost one dozen per buying family compared with three-fourths of a dozen last year (table 3).

Household purchases of tangerines in January 1954 totaled about 750,000 boxes compared with 1,100,000 boxes in January 1953 (table 3). Prices paid for tangerines averaged almost 33 cents a dozen, up 3 cents from a year earlier but down almost 4 cents from the preceding month. Tangerines were bought by 14 families in 100 in January, a fourth fewer than a year earlier, and their purchases averaged a dozen and a half tangerines per buying family, also down somewhat.

Consumers bought about 225,000 boxes of fresh lemons in January this year, slightly more than a year earlier (table 3). Prices paid averaged 48 cents a dozen, up almost 2 cents from January a year ago. More families bought fresh lemons during the month than a year earlier--21 per 100 compared with 18. Average purchases of families buying in January, however, remained unchanged, about 9 lemons per family.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



* FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4-54 (2) AGRICULTURAL MARKETING SERVICE

Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1952 to date

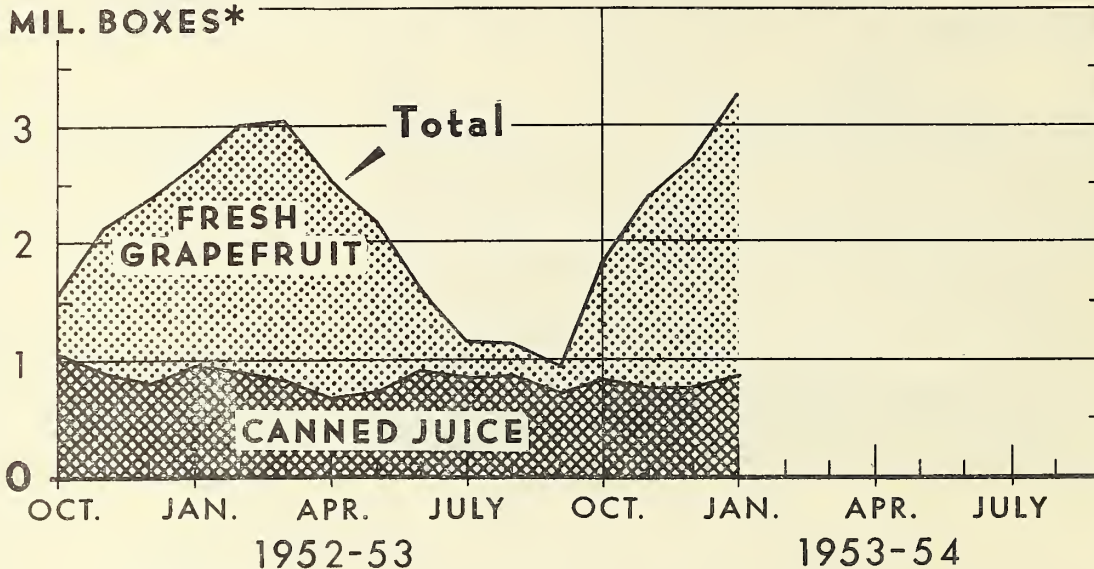
Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice 1/		Total	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,944	1,261	3,002	2,868	828	1,000	5,774	5,129
November	2,797	2,240	2,918	2,911	790	1,005	6,505	6,156
December	3,684	3,625	2,955	2,842	791	911	7,430	7,378
October-December 2/	9,108	7,759	9,540	9,277	2,590	3,121	21,238	20,157
January	3,603	3,154	3,792	3,078	912	1,072	8,307	7,304
February		3,536		3,145		1,224		7,905
March		3,397		3,252		1,016		7,665
October-March 2/		18,667		19,597		6,732		44,996
April		3,310		2,893		986		7,189
May		2,885		3,113		1,020		7,018
June		2,288		3,331		1,018		6,637
October-June 2/		27,769		29,650		9,994		67,413
July		3,162		3,144		934		3,570
August		1,782		3,059		959		5,810
September		1,643		3,067		832		5,542
Season 2/								

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

3/ Revised.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



* FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 5-54 (2) AGRICULTURAL MARKETING SERVICE

Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit,
October 1952 to date

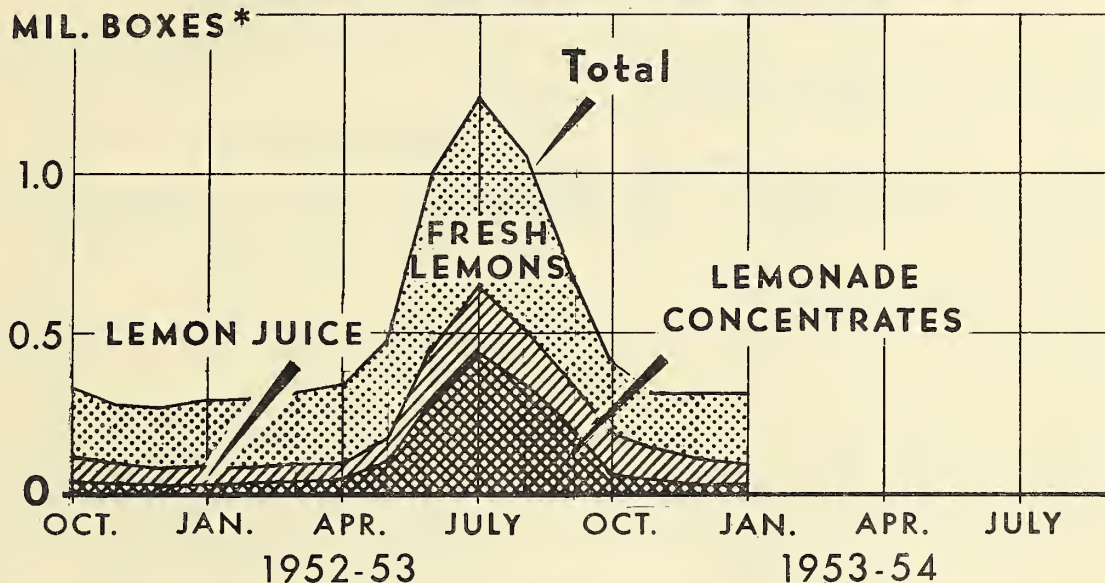
Period	Fresh grapefruit		Canned single-strength grapefruit juice ^{1/}		Total	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	959	545	831	1,030	1,790	1,575
November	1,618	1,240	765	900	2,383	2,140
December	1,936	1,588	776	808	2,712	2,396
October-December ^{2/}	4,967	3,738	2,536	2,952	7,503	6,690
January	2,399	1,703	856	975	3,255	2,678
February		2,093		913		3,006
March		2,216		835		3,051
October-March ^{2/}		10,284		5,884		16,168
April		1,848		687		2,535
May		1,446		748		2,194
June		686		924		1,610
October-June ^{2/}		14,494		8,427		22,921
July		3,305		851		3,156
August		267		874		1,141
September		221		721		942
Season ^{2/}						

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

^{3/} Revised.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH LEMON EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 6-54 (2) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1952 to date

Period	Fresh lemons		Lemon juice ^{1/}		Concentrate for lemonade				Total	
					Frozen		Total ^{2/}			
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	277	209	66	69	64	39	67	41	410	319
November	215	184	58	60	39	27	41	29	314	273
December	235	190	54	50	25	19	26	21	315	261
October-December ^{3/}	783	634	191	191	135	88	141	95	1,115	920
January	225	210	61	57	29	20	32	24	318	291
February		218		47		23		27		292
March		229		57		29		33		319
October-March ^{3/}		1,346		368		165		186		1,900
April		242		52		39		45		339
May		307		73		87		95		475
June		548		169		271		289		1,006
October-June ^{3/}		2,562		688		598		654		3,904
July		587		206		404		436		1,229
August		558		163		310		334		1,055
September		355		116		197		213		684
Season ^{3/}										

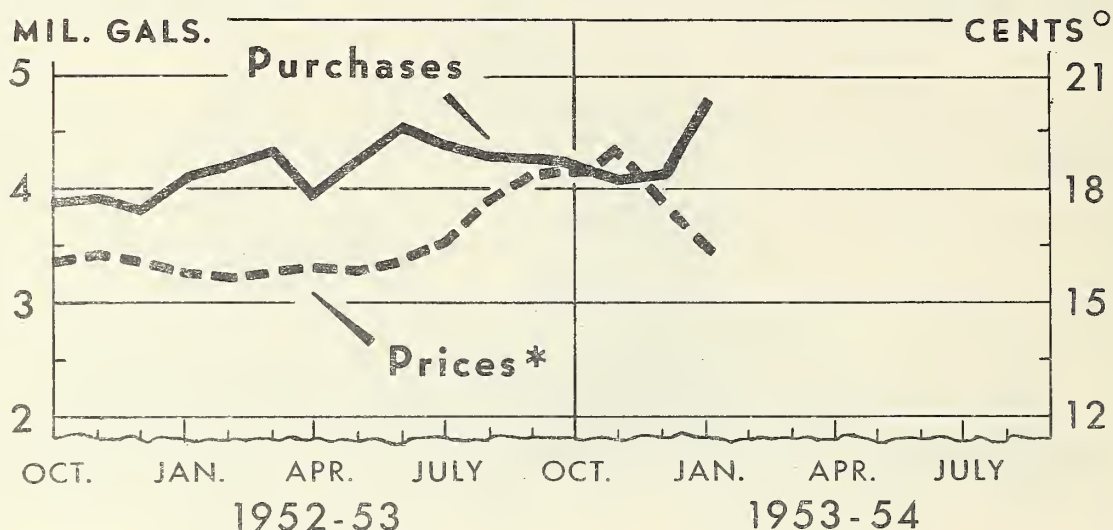
^{1/} Includes canned single strength lemon juice and small quantities of frozen concentrated and frozen single strength juice.

^{2/} Includes shelf pack lemonade base.

^{3/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase total for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 7-54 (2) AGRICULTURAL MARKETING SERVICE

Figure 4

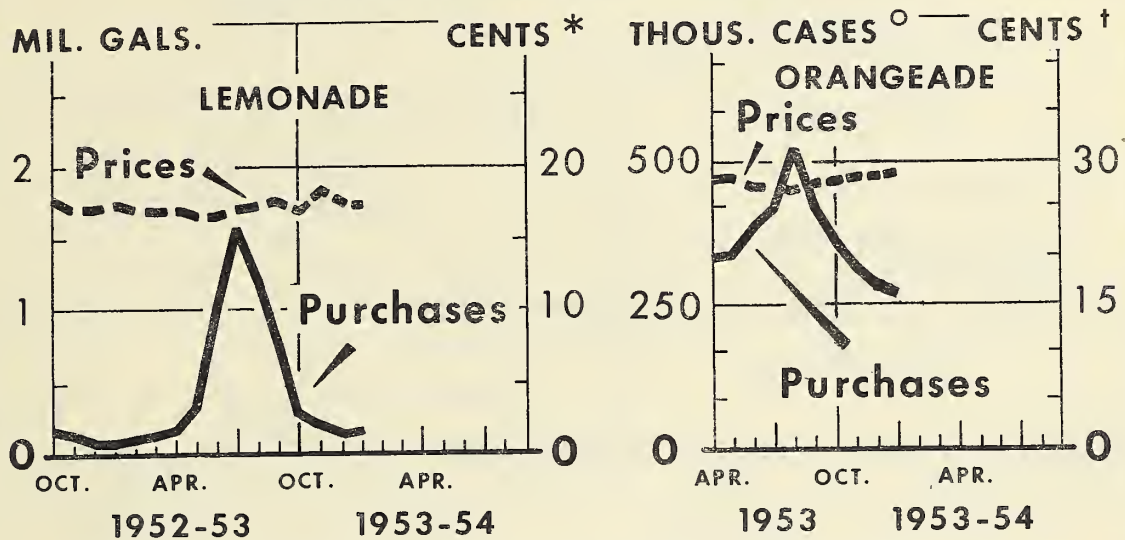
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1952 to date

Period	Purchases		Average price per 6 oz. can	
	1953-54	1952-53	1953-54	1952-53
	1,000 gallons	1,000 gallons	Cents	Cents
October	4,205	3,871	18.6	16.1
November	4,087	3,929	19.1	16.3
December	4,138	3,836	17.7	16.1
October-December 1/	13,361	12,519		
January	4,776	4,126	16.5	15.8
February		4,216		15.7
March		4,359		15.8
October-March 1/		26,353		
April		3,963		16.0
May		4,265		15.9
June		4,563		16.1
October-June 1/		40,124		
July		4,403		16.6
August		4,299		17.7
September		4,295		18.4
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA
 * CENTS PER CAN OF 6 OUNCES ° EQUIVALENT CASES OF 24 #2'S † CENTS PER CAN OF 46 OUNCES

U. S. DEPARTMENT OF AGRICULTURE

NEG. 8-54 (2) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, specified months, 1952 to date

Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	267	160	17.2	17.6	356	2/	28.1	2/
November	162	110	18.4	17.0	312	2/	28.2	2/
December	102	77	17.5	17.0	290	2/	28.3	2/
October-December 3/	558	364	17.6		1,022	2/		
January	121	77	17.5	17.3	269	2/	28.8	2/
February		90		17.0		2/		2/
March		111		16.9		2/		2/
October-March 3/		662						
April		153		17.1		328		28.0
May		336		16.7		330		28.2
June		1,053		16.7		382		27.3
October-June 3/		2,340				2/		
July		1,566		17.0		417		27.3
August		1,203		17.3		509		26.9
September		762		17.6		413		27.8
Season 3/		6,184				2/		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ Not available.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

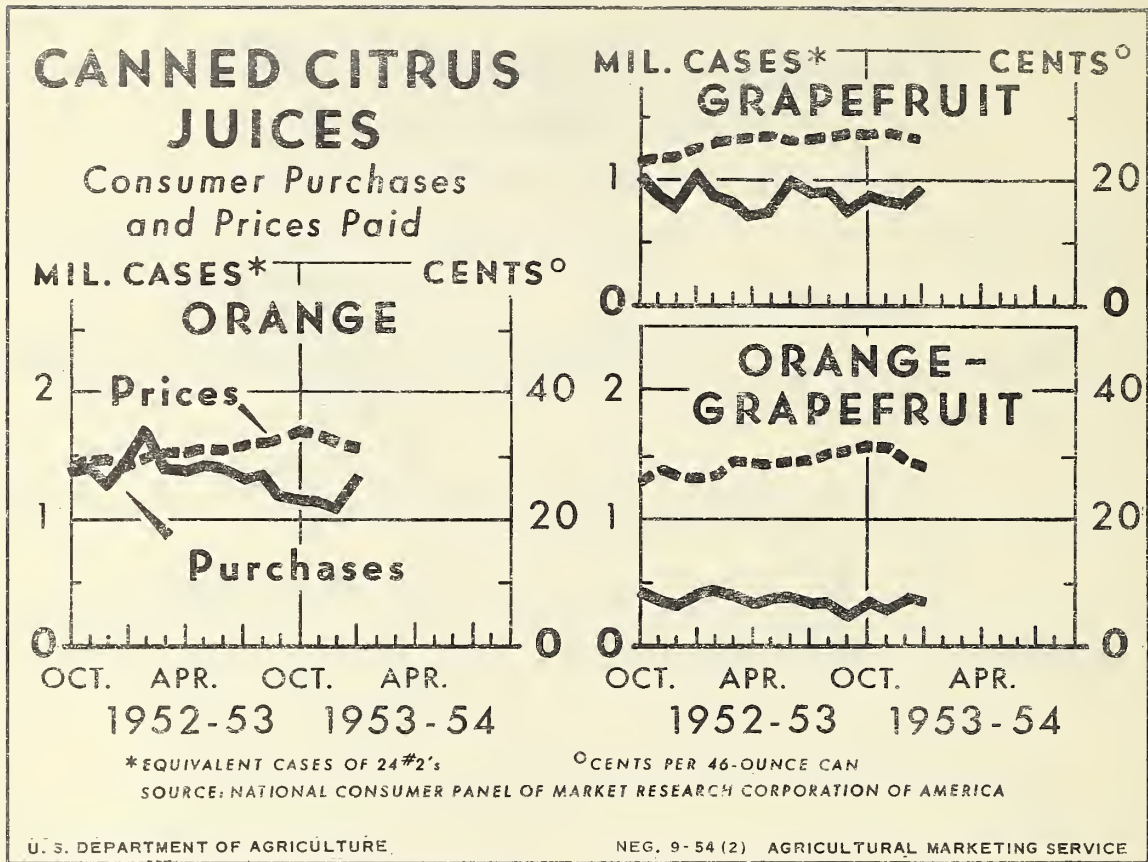


Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1952 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	per 46 oz. can		per 46 oz. can		per 46 oz. can		per 46 oz. can		per 46 oz. can		per 46 oz. can	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	1,170	1,375	33.4	28.8	884	1,001	27.1	23.0	326	450	31.8	26.4
November	1,143	1,412	33.3	29.6	834	875	27.6	23.6	258	393	31.6	27.6
December	1,101	1,292	32.2	29.6	804	797	26.9	24.2	347	330	29.4	26.9
October-December 2/	3,666	4,362	33.0		2,689	2,883	27.2		1,010	1,263		
January	1,302	1,497	31.7	28.6	930	1,012	26.1	25.3	332	413	28.1	26.6
February		1,720		29.7		915		26.0		452		27.4
March		1,411		30.5		840		27.0		408		29.2
October-March 2/		9,414				5,859				2,640		
April		1,402		30.6		704		27.2		352		29.2
May		1,440		30.9		766		27.2		383		29.2
June		1,436		31.1		991		26.4		384		29.3
October-June 2/		14,023				8,505				3,860		
July		1,329		31.5		906		26.8		351		29.4
August		1,362		32.3		929		27.2		363		30.5
September		1,208		32.9		784		27.4		265		31.3
Season 2/												

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

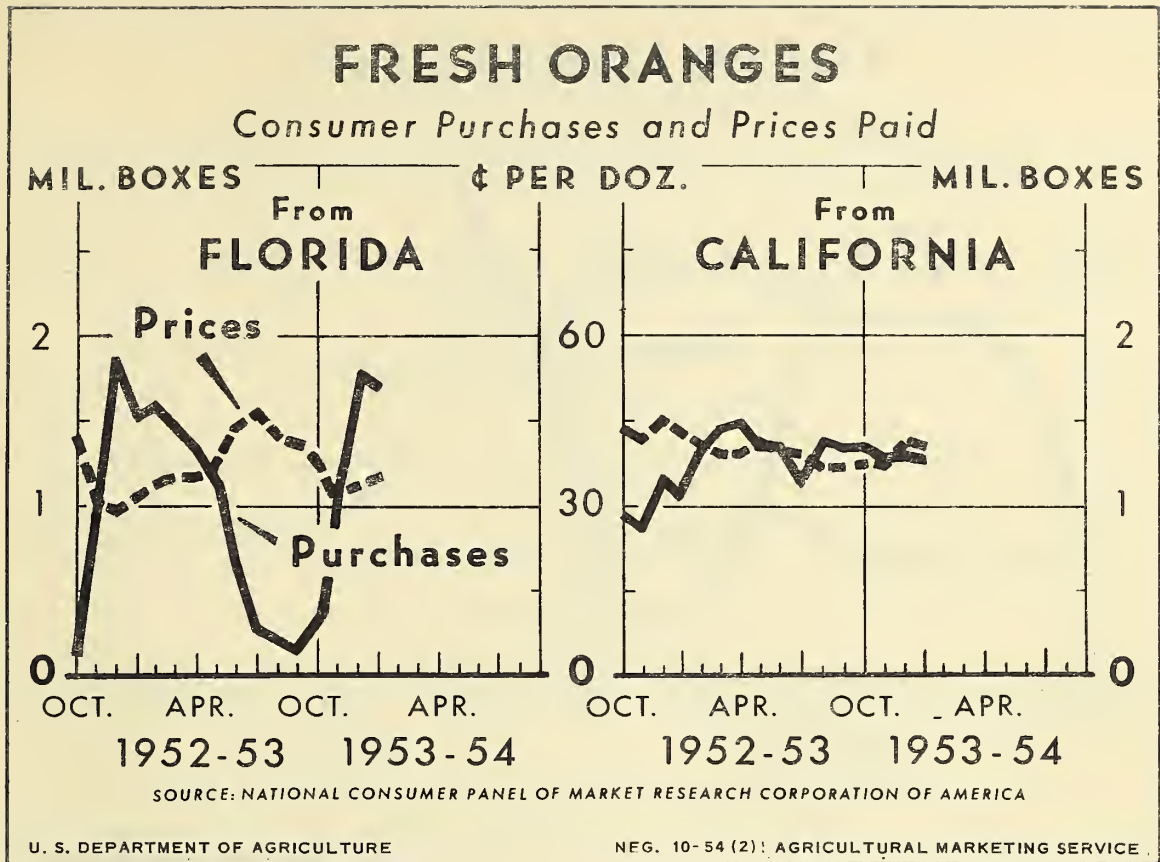


Figure 7

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid,
October 1952 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	302	138	37.4	42.4	1,379	933	37.4	43.3
November	1,134	947	31.9	30.3	1,284	866	36.9	41.7
December	1,787	1,870	33.2	29.3	1,285	1,147	41.0	45.8
October-December 1/	3,557	3,307			4,187	3,087		
January	1,732	1,520	34.6	31.8	1,294	1,072	40.1	43.2
February		1,600		34.1		1,305		40.7
March		1,474		35.6		1,444		39.3
October-March 1/		8,252				7,233		
April		1,347		35.6		1,494		38.9
May		1,137		37.0		1,352		41.1
June		617		44.3		1,350		40.1
October-June 1/		11,586				11,733		
July		256		47.8		1,127		39.2
August		190		42.0		1,376		36.7
September		130		41.3		1,331		37.1
Season 1/								

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

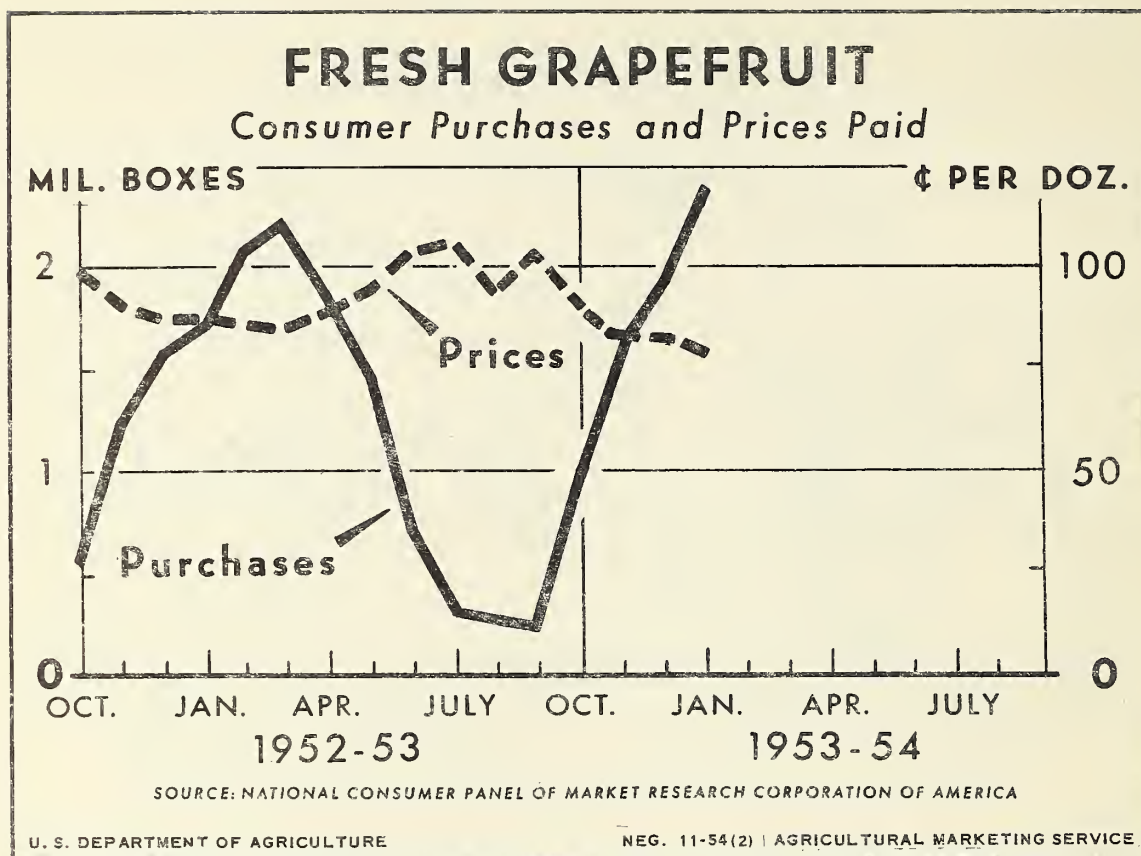


Figure 8

Fresh grapefruit: Consumer purchases and average price paid,
October 1952 to date

Period	Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	959	545	91.5	99.0
November	1,618	1,240	83.4	90.8
December	1,936	1,588	82.5	87.3
October-December ^{1/}	4,967	3,738		
January	2,399	1,703	78.2	87.5
February		2,093		85.3
March		2,216		84.4
October-March ^{1/}		10,284		
April		1,848		88.9
May		1,446		95.9
June		686		103.9
October-June ^{1/}		14,494		
July		2,305		105.9
August		267		94.0
September		221		103.6
Season ^{1/}				

^{1/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

^{2/} Revised.

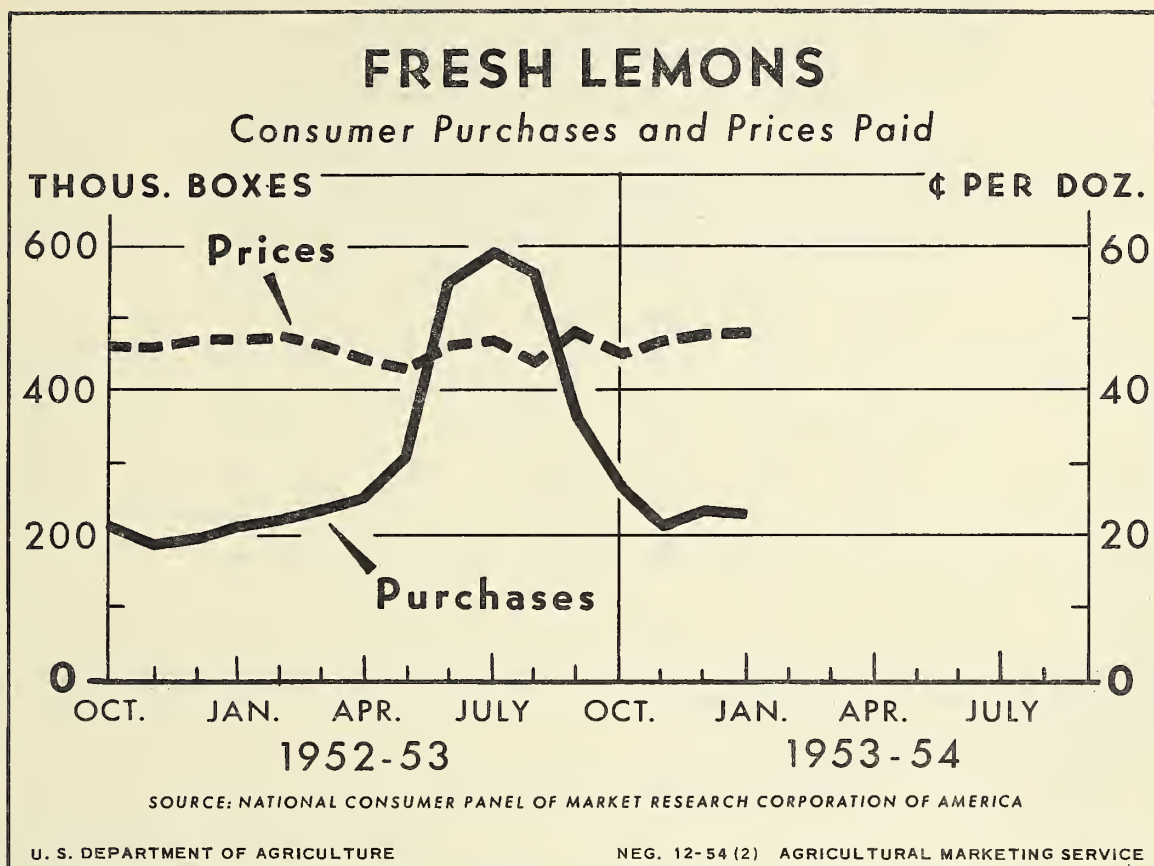


Figure 9

Fresh lemons: Consumer purchases and average price paid,
October 1952 to date

Period	Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	Cents	Cents
October	277	209	45.8	45.7
November	215	184	46.6	45.3
December	235	190	47.0	46.4
October-December 1/	783	634		
January	225	210	47.5	46.3
February		218		47.2
March		229		45.9
October-March 1/		1,346		
April		242		43.8
May		307		42.7
June		548		45.6
October-June 1/		2,562		
July		587		46.8
August		558		43.4
September		355		48.0
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.— Canned single-strength juices and ades: U. S. total consumer purchases and average price, January 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1954	1952	1954	1953	Purchases		Quantity per purchase			1954	1953
					1954	1953	1954	1953			
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	12.0	13.7	1,302	1,497	1.8	1.7	59.4	62.5	46	31.7	28.6
Grapefruit	9.3	9.5	930	1,012	1.6	1.7	60.4	61.5	46	26.1	25.3
Orange & gpft. blend	4.1	4.5	332	413	1.4	1.6	57.8	55.2	46	28.1	26.6
Lemon	2.7	2.9	51	49	1.2	1.2	14.3	13.4	5½	13.0	11.7
Grape	3.9	4.9	172	213	1.4	1.4	31.2	30.5	24	35.6	34.3
Pineapple	14.8	14.9	1,228	1,285	1.6	1.6	51.3	51.9	46	31.5	30.0
Prune	7.7	6.0	513	383	1.7	1.7	37.0	34.6	32	32.5	33.3
Tomato	23.1	21.3	2,032	1,817	1.6	1.7	52.8	49.2	46	26.1	27.9
Total 2/	52.6	51.7	7,423	7,516	2.8	2.8	49.6	49.4			
Canned ades											
Orangeade	2.6	3/	269	3/	1.7	3/	58.4	3/	46	28.8	

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Includes other canned single-strength juices.

3/ Information not available.

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Table 2.-- Frozen concentrated juices and ade bases: U. S. total consumer purchases and average price, January 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1954	1953	1954	1953	Purchases		Quantity per purchase	1954		1953	
					1954	1953	1954				1953
Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents	
Frozen concentrated Juices											
Orange	29.6	27.3	4,776	4,126	2.5	2.5	18.6	17.3	6	16.5	15.8
Grape	4.3	3.8	262	198	1.6	1.4	10.8	10.4	6	22.1	21.4
Other concentrates 2/	1/	1/	219	217	1/	1/	12.2	11.4	6	17.8	17.0
Total	31.2	28.7	5,257	4,631	2.8	2.8	17.6	16.4			
Ade bases											
Frozen											
Concentrate for Orangeade	1.1	1/	71	1/	1.3	1/	14.3	1/	6	17.8	1/
Lemonade	2.0	1.5	121	77	1.5	1.4	11.8	10.5	6	17.5	17.3
Shelf pack											
Orangeade	1.5	1/	111	1/	1.3	1/	16.6	1/	6	16.3	1/

1/ Information not available.

2/ Includes small purchases of grapefruit, orange-grapefruit blended, and other frozen concentrated juices.

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Table 3.-- Fresh citrus fruit: U. S. total consumer purchases and average price, January 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1954	1953	1954	1953	1954	1953	1954	1953	1954	1953
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Number	Number	Cents	Cents
Oranges										
California-Arizona	25.9	22.3	1,294	1,072	2.0	1.9	13.0	12.1	40.1	43.2
Florida	24.2	22.2	1,732	1,520	2.3	2.2	14.4	15.3	34.6	31.8
Unidentified	13.3	12.0	503	514	1.6	1.6	11.4	13.0	40.7	35.9
Total <u>1/</u>	53.5	47.4	3,603	3,154	2.4	2.3	13.4	13.7	37.6	36.3
Grapefruit										
California-Arizona	4.2	3.2	255	173	1.6	1.7	6.1	5.4	70.8	70.7
Florida	20.8	16.6	1,385	986	2.1	2.1	5.2	4.6	78.7	90.2
Unidentified	12.9	9.8	604	433	1.6	1.6	4.7	4.4	81.4	89.2
Total <u>1/</u>	35.4	28.6	2,399	1,703	2.2	2.0	5.2	4.6	78.2	87.5
Lemons	21.3	17.9	225	210	1.6	1.6	5.5	5.8	47.5	46.3
Tangerines	13.9	18.5	751	1,094	1.6	1.8	11.6	12.4	33.2	30.1
Total <u>2/</u>	68.5	63.2	6,978	6,161	3.8	3.7	9.9	10.2	44.0	41.8

1/ Includes small purchases of Texas fruit.

2/ Except for total quantity purchased, totals include small purchases of other citrus fruit.

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